

## CLAIMS

What is claimed is:

1. A method for delivering information to a person having a terminal with an associated display upon which the images are visually perceived by a person using the terminal and a cursor whose position is controllable by the person, comprising the steps  
5 of:

- (a) providing a display iframe upon said visual display;
- (b) providing initial signals to establish a primary image area on the display iframe, said primary image area including information that is visually perceptible by said person and a sub-area of said primary image area within said display iframe;
- (c) enabling said person to control said cursor to position said cursor on said sub-area of said primary image to provide a selected sub-area whereupon said person is automatically provided with additional visually perceptible information associated with said selected sub-area;
- (d) said additional visually perceptible information being provided independently of further positioning of said cursor by said person; and
- (e) said respective additional visually perceptible information being imperceptible by said person until said cursor is located on said selected sub-area.

2. The method of Claim 1 wherein the additional visually perceptible information is provided substantially outside the boundaries of said banner area.

3. The method of Claim 1 wherein said additional visually perceptible information includes audio information.

4. The method of Claim 1 wherein said additional visually perceptible information includes video information.

5 5. The method of Claim 1 wherein said additional visually perceptible information comprises mixed media information.

6. The method of Claim 1 wherein said additional visually perceptible information remains perceptible to the person as long as said cursor remains on said selected sub-area.

7. The method of Claim 1 wherein said initial signals carry the instructions necessary for enabling said terminal to establish said additional visually perceptible information.

8. The method of Claim 6 wherein said additional visually perceptible information is displayed in a selected region adjacent said selected sub-area and said additional visually perceptible information remains perceptible to the person as long as said cursor remains on said selected region.

9. The method of Claim 8 wherein said additional visually perceptible information contains link information for linking said person to a further website when said person clicks on said selected region.

20 10. The method of Claim 1 comprising the steps of:

- (a) receiving said visually perceptible banner information;
- (b) receiving said additional visually perceptible information; and

(c) specifying a placement of said additional visually perceptible information with respect to said visually perceptible banner information.

11. The method of Claim 10 comprising the steps of:

- 5 (a) receiving first identification data representative of said visually perceptible banner information;
- (b) receiving second identification data representative of said additional visually perceptible information; and
- (c) displaying said visually perceptible banner information and said additional visually perceptible information in accordance with said first and second identification data.

12. The method of Claim 11 comprising the step of building a use map in accordance with said first and second identification data.

13. The method of Claim 12 wherein the step of providing said additional visually perceptible information comprises the steps of:

- 20 (a) building a pop-up function in accordance with said additional visually perceptible information;
- (b) adding hypertext markup language information to said pop-up function to provide an enhanced pop-up function; and
- (c) displaying said visually perceptible banner information and said additional perceptible banner information in accordance with said enhanced pop-up function.

14. The method of Claim 1 wherein said primary image area includes plural sub-areas associated with respective additional visually receivable information comprising the further step of altering the associations between said sub-areas and said respective additional visually perceptible information and repeating step (b).

5 15. The method of Claim 14 comprising the steps of:

- (a) recording parameters representative of the performance of said additional visually perceptible information to provide recorded performance parameters; and
- (b) altering said associations between said sub-areas and said respective additional visually perceptible information in accordance with said recorded performance parameters.

16. The method of Claim 15 comprising the steps of altering said associations between said sub-areas and said respective additional visually perceptible banner information in accordance with predetermined recorded performance parameters.

17. The method of Claim 16 comprising the steps of altering said associations between said sub-areas and said respective additional visually perceptible banner information in accordance with recorded performance parameters selected after said altering of said associations between said sub-areas and said respective additional visually perceptible information.

20 18. The method of Claim 1 comprising the steps of:

- (a) transmitting a request having request information to a server database on a website containing stored visually perceptible

information in response to said positioning of said cursor on said selected sub-area;

- (b) selecting said additional visual information from said stored visual information in response to said request information; and
- 5 (c) transmitting said selected stored visual information to said banner website.